

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Art Fair Subcommittee
Thursday, November 21, 2013
8:30 a.m.
Minutes**

Present: Chair Janet Jones, John Bell, Tom Birkenholz, Kim Bova, Marcia Firsick, Tina Huey, Connie Neal, Kristin Schwab, and Barry Schreier

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to order

Janet Jones called the meeting to order at 8:30 a.m.

2. Public comment

There was no public comment.

3. Approve minutes

Because this is the first meeting of the subcommittee, there were no minutes.

4. Art Fair Goals

Ms. Jones noted that the Advertising and Promotion Committee at its October 23, 2013 meeting had discussed the idea presented by Kim Bova for a monthly art fair in the Town Square area. It need not be restricted just to artists, but may also incorporate music, pop-up theater, and other creative ventures. The Committee supported the idea and determined that a separate subcommittee be established. Thus, this committee! Ms. Jones noted that since we have our charge, we can begin quickly with the planning.

5. Name of Art Fair

Some of the names mentioned are:

Storrs Art Market	Arts Square	Arts Around the Square
Arts Squared	StoDoSquared	Makers Square
Makers Fare or Fair	StoDoMakers Fair	Art Walk
Downtown Fair	Town Square Art	Square Fare
Art at the Town Square		

The group decided to defer naming the fair until next meeting. Kathleen Paterson commented that she preferred not to use "StoDo" in the name.

Tina Huey suggested using the word "maker." There was some discussion about it as this incorporates all kinds of creativity. It was also suggested highlighting the word "creativity" instead of "art."

6. Day and Dates of Fair

Barry Schreier suggested that vendors would be happier with longer time frame to display wares, as it is time consuming to pack/unpack. He suggested Saturday afternoon. The group generally talked

about Friday evening and the desire for people to relax and enjoy. After much discussion, it was decided that the fair will take place on the fourth Friday of the month beginning at 5:00 pm. Marcia Firsick said that the UConn Co-op Bookstore will be open until 9:00 p.m. We will try to have the first fair in April. Ms. Firsick and John Bell talked about how the Fair might use the performance space in the bookstore. Ms. Firsick mentioned that there are many author nights and some could work well with the Fair. Also, any themes of the Fair can also be highlighted at the Bookstore. The Friday night film series was discussed, as being a late evening option for people coming to the fair.

7. Logistics:

- a) Street closings: **Ms. Paterson will coordinate this.** The Committee suggested that the street be closed until 9:00 pm.

Question: Does the street need to be closed at 4 for set up at 5?

- b) Advertising: To be discussed after we get format established.

- c) Solicitation of Artists:

- a. Juried vs. non-juried. The group discussed at length the issue of wanting a fair with quality items.
- b. Ms. Bova suggested we focus on “original work.”
- c. Ms. Paterson has an application and guidelines that she has developed.
- d. The group determined that a \$20 application fee will be charged. Tables will not be provided.
- e. Mr. Schreier noted that the application form must be accessible online.
- f. Tom Birkenholz has received the lists of artists and the application form that Roseland Cottage used this past October for their large arts fair.
- g. Kristin Schwab noted that as long as we have a process, rejections are easier. She also said we need to determine timing of application process. Quarterly? Monthly? Yearly?
- h. It was also noted we don’t want to be too exclusive, as we also want to have a large group of vendors.
- i. If we have too many artists, we could invite some for 2 fairs, and some others for other fairs, to increase variety.
- j. Connie Neal noted that if we saw quality artists at different venues, we should invite them to apply.
- k. Ms. Jones noted that we want to make sure we seek UConn student artists as well as E.O. Smith.
- l. **Prior to next meeting, Ms. Jones, Ms. Paterson, and Mr. Birkenholz will put together an application form for our artists and will also make a recommendation concerning jury process.**

8. Brainstorm other events to recommend to Advertising and Promotion Committee

Ms. Jones noted that a strength of this sub-committee is that so many groups have come together. We can work together to support and augment the resources available from the Partnership. There are so many great ideas bubbling up around town, the Partnership staff cannot do it alone. Their plates are full.

The group started developing a list:

Cook-off

car festival

motorcycle rally

Brass bands	barber shop quartet competition	accordion festival
Ukulele festival	busking	open mic night
Whittlers	puppetry festival	business expo
Puppets & people	improv fest	street dance
Flower & garden show	movies in the garage	

9. Next meeting: Friday, December 20, 2013 at 8:30 a.m.

10. Agenda items for next meeting:

- a) Name for fourth Friday arts fair
- b) Review of application process
- c) Solicitation of artists
- d) Meeting dates for 2014
- e) Yearly events calendar
- f) Other brainstorming ideas for events

11. Adjourned:

Meeting adjourned at 9:35 a.m.

Minutes prepared by Janet Jones